

## CLAIMS

1. A method for serving a web page, comprising the steps of:  
storing a set of location-specific page elements;  
5 receiving a request for the web page from a clientbrowser, the request being associated with a geographic location data string identifying a location of the client browser;  
dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content  
10 associated with a physical location in proximity to the location of the clientbrowser;  
and  
serving the web page in response to the request.
2. The method as described in Claim2 wherein the geographic location  
15 data string is provided by a Global Positioning System(GPS) device coupled to a client computer in which the clientbrowser is resident.
3. The method as described in Claim1 wherein the location-specific page elements are a set of web page advertisements.
- 20 4. The method as described in Claim3 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the clientbrowser.

5. The method as described in Claim1 wherein the client browser provides the geographic location data string in a cookie.

5 6. The method as described in Claim1 wherein the client browser provides the geographic location data string in an HTML form.

7. The method as described in Claim1 wherein the set of location-specific page elements are stored at a third party server.

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8. The method as described in Claim1 wherein the web page is built using a Java server page mechanism.

15 9. A computer program product in a computer-readable medium for serving a web page, comprising:

means for receiving a request for the web page from a client browser, the request being associated with a geographic location data string identifying a location of the client browser; and

20 means responsive to the request for dynamically building the web page using the geographic location data string to select a given one of a set of location-specific page elements having content associated with a physical location in proximity to the location of the client browser.

10. The computer program product as described in Claim9 further including means for serving the web page in response to the request.

11. The computer program product as described in Claim9 wherein the  
5 geographic location data string is provided by a Global Positioning System(GPS) device coupled to a client computer in which the clientbrowser is resident.

12. The computer program product as described in Claim9 wherein the location-specific page elements are a set of web page advertisements.

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13. The computer program product as described in Claim9 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the clientbrowser.

15 14. The computer program product as described in Claim9 wherein the means to the request for dynamically building the web page is a Java server page mechanism.

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15. A web server, comprising:  
  
means for receiving a request for the web page from a clientbrowser, the request being associated with a geographic location data string identifying a location of the client browser; and

means responsive to the request for dynamically building the web page using the geographic location data string to select a given one of a set of location-specific page elements having content associated with a physical location in proximity to the location of the client browser.

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16. The web server as described in Claim15 further including means for serving the web page in response to the request.

17. The web server as described in Claim15 wherein the geographic  
10 location data string is provided by a Global Positioning System(GPS) device coupled to a client computer in which the clientbrowser is resident.

18. The web server as described in Claim15 wherein the location-specific page elements are a set of web page advertisements.

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19. The web server as described in Claim18 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the clientbrowser.

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20. The web server as described in Claim15 wherein the means to the request for dynamically building the web page is a Java server page mechanism.

21. A method for serving a web page, comprising the steps of:

receiving a first request for the web page from a client browser, the request being associated with a geographic location data string identifying a location of the client browser;

5       dynamically building the web page using the geographic location data string to select a given location-specific page element;

        caching the web page for future use;

        serving the web page in response to the first request;

        responsive to receipt of a second request for the web page, determining  
10       whether the second request originates within a given distance from the location; and  
        if so, retrieving and serving the cached web page in response to the second request.

15       22.   A method for serving a web page, comprising the steps of:

        receiving a first request for the web page from a client browser, the request being associated with a geographic location data string identifying a location of the client browser;

20       dynamically building the web page using the geographic location data string to select a first location-specific page element;

        serving the web page with the first location-specific page element in response to the first request;   responsive to receipt of a second request for the web page from the client browser, dynamically building the web page using the geographic location

data string to select a second location-specific page element; and

serving the web page with the second location-specific page element in  
response to the second request.

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